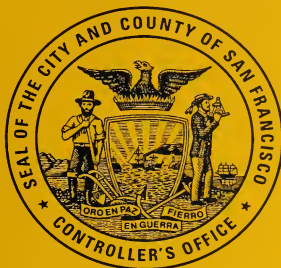




**City and County of San Francisco**  
**RESULTS OF THE 2002 CITIZEN SURVEY**



**Ed Harrington, Controller**

**May 2002**

**Controller's Performance Management Unit  
with assistance from the  
Public Research Institute, San Francisco State University**

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# **City and County of San Francisco**

## **Office of the Controller**

**City Hall, Room 316  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-7500  
(415) 554-7466 Fax**

### **2002 Citizen Survey Staff:**

**Anne Jenkins, Director  
Kai Mander, Lead Analyst  
Sharon Friedrichsen  
Shawna Paulson**

**[performance@ci.sf.ca.us](mailto:performance@ci.sf.ca.us)**

## **EXECUTIVE SUMMARY**

## **The San Francisco Citizen Survey—Summary Findings in 2002**

### ***Parks and Recreation***

For the sixth straight year, San Franciscans have much more favorable opinions of the City's **park grounds** than the cleanliness and maintenance of **park facilities**. Residents of the **southeastern** part of San Francisco visit City parks less frequently, and rate the quality of park grounds less favorably, than other City residents.

### ***Public Libraries***

Survey respondents report visiting the City's libraries **more frequently** this year compared to 2001, and continue to rate **library services** favorably. **Frequent library users** are more likely than infrequent users to give favorable ratings to library collections, assistance from library staff, and programs for children, youth and adults.

### ***Children and Youth***

Two-thirds of respondents feel that the children they know in San Francisco receive **good health care**, but fewer than half say that children are getting a **good education**. Of respondents living with children, 64% report that their children visited a private health care provider in the past year. Twenty-two percent visited a City/County facility, and 20% did not receive any health care in the past year. Respondents with more **education** and higher household **incomes** are **less likely** to think children receive good health care and good education. Their children are also **more likely** to have received health care in the past year and are **less likely** to be enrolled in public schools.

### ***Public Safety***

San Franciscans generally feel **safer** walking alone in their neighborhoods and downtown **this year** compared to previous years. A higher percentage of respondents also report feeling safe **crossing the street**. On average, residents of the **southeastern** part of the City feel the least safe, and residents of the **western** area feel the safest.

### ***Public Transportation (Muni)***

In every category, Muni's ratings are better than or equal to any year since 1997. As in other years, **routes** and **fares** receive the most favorable ratings, while the Muni transit system's **cleanliness** and **timeliness/reliability** are rated least favorably. **Frequent** Muni riders rate Muni less favorably than **infrequent** riders in operational categories, but more favorably for routes and fares.

## EXECUTIVE SUMMARY

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<i>City Streets</i>	Most San Franciscans rate the cleanliness of the streets <b>in their neighborhoods</b> more favorably than <b>City streets in general</b> . However, relative opinions of neighborhood and citywide streets depend on the respondent's neighborhood. District 6 rates the cleanliness of neighborhood streets <b>less</b> favorably than City streets in general.
<i>General City Performance</i>	Almost half of respondents choose <b>fair</b> in assessing how well local government provides services. San Franciscans rate services for <b>children and youth</b> less favorably than for services in general.
<i>Internet Access and Use</i>	Sixty-four percent of survey respondents have <b>access to the Internet at home</b> , up from 56% in 1999. A quarter of respondents do not have Internet access at home, at work, or any other place. Fifty-eight percent of all respondents used the Internet <b>to make purchases</b> in 2001. Those with more <b>education</b> and higher <b>incomes</b> are more likely to have Internet access and to use the Internet to make purchases.
<i>Geographic Differences</i>	<p>Residents of the <b>southeastern</b> part of San Francisco feel the <b>least safe</b> in their neighborhoods and suffer from more crimes than residents of other areas of the City. They also visit parks the least and rate park grounds the least favorably. Residents of <b>District 10</b> have the lowest opinions of Muni's routes, fares and safety of any supervisorial district.</p> <p>Residents of <b>District 6</b> in the <b>central</b> area of San Francisco have the least favorable opinions of the cleanliness of neighborhood streets, and of how good a job <b>local government</b> is doing at providing service in general.</p>
<i>Demographic Differences</i>	<p>Respondents with <b>higher incomes</b> and <b>more education</b> tend to feel safer in their neighborhoods, and to use public services including Muni, schools and health clinics less frequently, than those with lower incomes and less education. Respondents with household incomes above \$100,000 rate the <b>streets</b> in their own neighborhoods the most favorably, while rating City streets in general the least favorably. Those with higher incomes are also more critical of City services for children and youth.</p> <p><b>White</b> respondents are more likely to report that their children attended <b>private schools</b> and used <b>private health care services</b> in the past year than other ethnic/racial groups. Whites also have more access to the Internet and make more purchases over the Internet.</p> <p><b>Newer residents</b> of San Francisco have more favorable opinions of City parks and facilities, government services and Muni, than longer-term residents. They are also more likely to visit City parks and ride Muni frequently.</p>

### *THE CITIZEN SURVEY*

The San Francisco Citizen Survey is part of an ongoing effort to measure and improve the performance of City government. One of the most direct ways to measure the outcomes of the City's efforts—that is, the extent to which services are having their desired results—is to ask the users of those services. The 2002 Citizen Survey is the seventh annual survey conducted by the Controller's Office for the City and County of San Francisco. In this seventh year, we continue to:

- ❖ measure changes over time in citizens' opinions of services such as libraries, parks and Muni;
- ❖ introduce new questions – this year's survey contains a new section about children and youth issues; and
- ❖ seek the best ways to measure citizens' opinions.

### *SURVEY METHOD*

We received survey responses from a total of 1,565 San Franciscans, using two methods – a mailed questionnaire and telephone interviews. Of the total sample, 74% were surveyed by mail and 26% by telephone. Cooperation rates for both the mail and telephone surveys were lower this year than in the past, resulting in fewer completed mail surveys and fewer total responses than in previous years. The sample is large enough, however, to allow generalization about the opinions of San Franciscans.

### *HOW THE SURVEY REPRESENTS THE CITY'S POPULATION*

Each year we try to draw a sample of survey respondents that resembles the City's population in demographic characteristics. On average, however, survey respondents are **more educated**; include **fewer Asian-American**, **slightly fewer African-American** and **Latino/Hispanic**, and **more White residents**; are less likely to be under 30; and have resided in San Francisco longer than the population as a whole.

The survey responses summarized herein have been weighted to correct for the distortions in education and race/ethnicity, and to provide more accurate estimates of the views of the population of adult San Franciscans. That is, the weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population.

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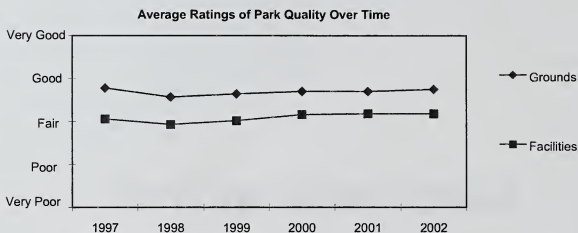
Maps and Lists of Geographic Areas and Supervisorial Districts



## **PARKS AND RECREATION**

## ***PARK GROUNDS RATED FAVORABLY; FACILITIES ONLY FAIR***

A majority of San Franciscans (64%) rates the quality of the City's park grounds as **good** or **very good**, but a much lower percentage (39%) gives high marks for the cleanliness and maintenance of park facilities. The chart below shows that for six years San Franciscans have consistently rated the quality of park grounds more favorably than park facilities, with neither rating changing much over time.



## ***SLIGHT DROP IN RATINGS FOR QUALITY OF RECREATION PROGRAMS***

Last year, 10% of survey respondents rated the **quality** of recreational programs as **poor** or **very poor**. This year, recreation programs for **children** and **adults** receive 15% and 17% negative ratings, respectively.<sup>1</sup> The public's opinion of the **convenience** of City recreation programs averages between **good** and **fair** in 2002, changing little since the 1997 survey. The average rating of interaction with Recreation and Park staff also falls between **good** and **fair**.

The Recreation and Park Department projects that in the 2001-2002 fiscal year, pre-school age children will participate in a recreation program 670,112 times; children aged 6-12 years old will participate 1,608,390 times; and teenagers 1,014,100 times.<sup>2</sup> In the future, the department will be able to track participation over time in different age groups.

## ***PEOPLE VISIT PARKS MORE OFTEN***

Over half of San Franciscans (55%) say they visited a City park **at least once a month** in the past year, an apparent increase from 2001, when a little over a quarter (27%) of respondents reported monthly visits to Golden Gate Park, and to other parks.<sup>3</sup>

<sup>1</sup> In 2001 and previous years, respondents were asked to rate the quality of recreation programs, with no age group specified. In 2002, children's and adult programs are rated separately.

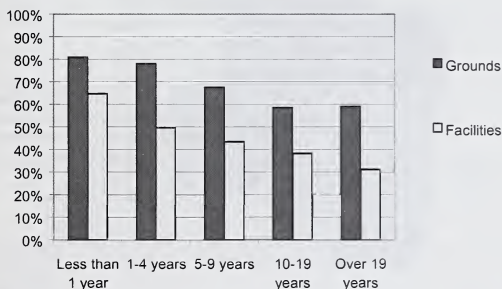
<sup>2</sup> Total of all instances of participation, whether by a new child or one who has participated before.

<sup>3</sup> In 2002, respondents were asked about visits to (any) City park. Previous surveys included separate questions about Golden Gate Park and other parks.

## ***AFRICAN-AMERICANS, LONG-TIME RESIDENTS VIEW PARKS LESS FAVORABLY***

- **African-American** respondents rate the quality of park grounds and facilities and the quality of recreation programs for children and adults less favorably than other respondents. **Asian-American** residents give more favorable ratings for park facilities and the quality of recreational programs for children and adults than any other ethnic/racial group.
- San Franciscans **under the age of 45** are more likely to visit a park once a month than those age 45 and older.
- Respondents who have lived in San Francisco for fewer years rate park grounds and facilities more favorably than those who have lived in the City longer. In addition, the longer people have lived in San Francisco, the **less frequently** they use the parks.

**Percentage Rating Parks Good or Very Good  
by Length of Residence in San Francisco**



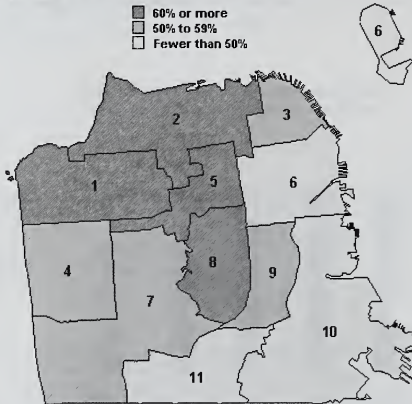
## PARKS AND RECREATION

### ***SOUTHEASTERN RESIDENTS VISIT PARKS LEAST OFTEN, RATE THEM LEAST FAVORABLY***

Residents of the southeastern part of the City visit City parks less frequently, and rate the quality of park grounds worse, than the rest of the City. While 58%-60% of the residents of the northern, central and western areas of the City visit parks at least once a month, only 45% of those in the southeastern area visit parks frequently.

Supervisory District 10 rates City park grounds the lowest of any district. Districts 2, 4 and 5 rate parks most favorably.

**Percentage of Respondents Who Visit a Park Monthly  
by Supervisory District**



# PARKS AND RECREATION

## SURVEY RESPONSES

<b>How do you rate the City's parks and/or recreational programs in the following categories?</b>	Very Good 1	Good 2	Fair 3	Poor 4	Very Poor 5	Number of Responses	Mean Score*
♦ Quality of grounds (landscaping, plantings)	18%	46%	30%	5%	1%	1421	2.26
♦ Condition of facilities (cleanliness, maintenance)	6%	32%	41%	16%	5%	1348	2.81
♦ Convenience of recreation programs (location, hours)	10%	45%	35%	8%	2%	923	2.47
♦ Quality of programs and activities for children and youth (under 18)	9%	40%	36%	12%	3%	687	2.60
♦ Quality of programs and activities for adults (18 and over)	9%	35%	39%	14%	3%	728	2.69
♦ Interaction with Recreation and Park staff	10%	40%	36%	11%	3%	824	2.58

\*Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.

<b>In the past year, how often did you visit a City park?</b>	At Least Once/Week	At Least Once/ Month	Several Times/Year	Once or Twice/Year	Never	Number of Responses
	28%	27%	23%	13%	9%	1533

<b>In the past year, has anyone in your household participated in a program or activity of the Recreation and Park Department (such as classes, athletic leagues, art programs, swimming, child development and latchkey programs)?</b>	Yes	No	Number of Responses
	17%	83%	1489

<b>If YES, please enter the number of household members in each of the following age groups who participated?</b>	Age 12 and Under	Age 13-17	Age 18-25	Age 26-54	Age 55 and Over	Number of Responses
Percentage of respondents indicating that one or more household member(s) in given age group participated	6%	3%	3%	7%	2%	254

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## LIBRARIES

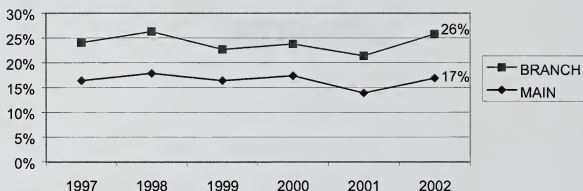
**LIBRARY VISITS REBOUND IN 2002**

After a reported drop in library visits in last year's survey, the proportion of survey respondents who visited libraries increased in 2002. Three-fourths of this year's survey respondents visited the City's main library or a branch library **at least once in the past year**.

The number of respondents this year who visited libraries **at least once a month** also rose, returning to previous years' levels. Since 1997, from 14% to 18% of survey respondents each year report using the City's **main library** at least once a month. From 21% to 26% report visiting **branch libraries** at least once a month.

The Public Library states that in fiscal year 2000-2001, there were 1.7 million visits to the main library and 3.9 million visits to branch libraries. In general, people use public libraries more in slower economic times.

**Percentage of Respondents Who Visit Libraries at Least Once a Month Over Time**

**MOST RESIDENTS RATE LIBRARIES FAVORABLY**

As in 2001, a large majority of this year's respondents give high marks to the City's libraries. Two-thirds of respondents (67%) consider libraries' **collections** of books and other materials to be **good** or **very good**. Last year, 5.4 million library books and materials were circulated to the public.

Seventy-seven percent rate **staff assistance** favorably, the same percentage as last year. Library staff answered 2.7 million customer questions last fiscal year.

For the first time, this year's survey asked respondents to rate library **programs and activities** in three age categories: children (up to 12 years old), youth (13 to 17 years old) and adults (18 and over). For each age group, more than 60% of respondents give favorable ratings, with children's programs garnering the highest satisfaction levels (almost three-fourths **good** or **very good**). Last year, 101,109 children and youth attended one or more of the 2,875 library programs offered. In addition, 22,658 adults attended library programs.

**Frequent library users** are more likely than infrequent users to give favorable ratings to library collections, assistance from library staff, and programs for children, youth and adults.

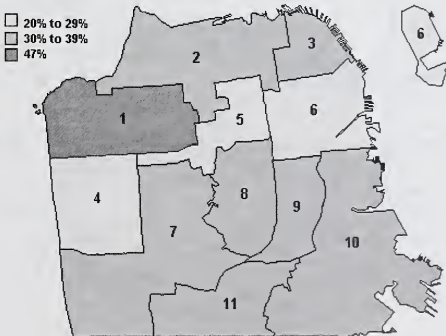
## DIFFERENCES IN LIBRARY USAGE BY ETHNICITY, INCOME

- **African-American** and **Latino/Hispanic** respondents have the highest proportion of **main library** users. Nearly one-third of **Asian-Americans** (31%) report using **branch libraries** at least **once a month**, significantly higher than any other ethnic/racial group. **White** respondents visit branch libraries the least—41% did not visit a branch library at all in the past year—and rate library collections the least favorably.
- Households with annual incomes of **less than \$25,000** are more likely to be frequent library visitors (23% to 24%) than households with higher incomes (13% to 16%).
- Respondents with **less than a high school education** are less likely to have visited a branch library in the past year than those with more education.
- San Franciscans who live in **households with children** are significantly more likely to visit libraries than people in households without children.

## REGIONAL DIFFERENCES IN LIBRARY VISITS

The **western** part of the City has the highest proportion of frequent users of **branch libraries**. Residents of **Districts 6, 9 and 10** (in the central and southeastern parts of the City) are most likely to visit the City's **main library** at least once a month.

Percentage of Respondents Who Visit Libraries Once a Month  
by Supervisorial District

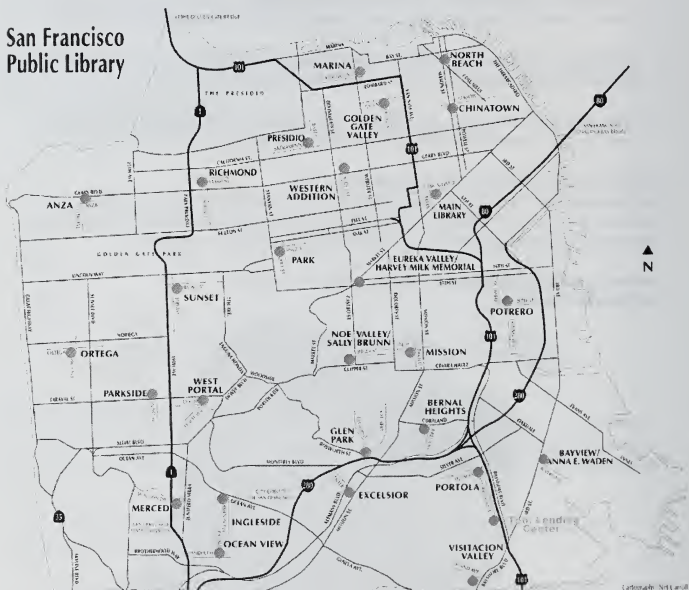


The map above depicts the percentage of respondents in each supervisorial district who visit the **main library** *or* a **branch library** at least once a month. Almost half (47%) of **District 1** residents visit libraries at least **once a month**. Despite their proximity to the main library,

only a quarter of residents in **Districts 5 and 6** (25%) report visiting a library at least **once a month**.

The San Francisco Public Library's map of public libraries shows a fairly even distribution of public libraries throughout the City.

## San Francisco Public Library



## LIBRARIES

### ***SURVEY RESPONSES***

<i><b>In general, how do you rate the City's libraries in the following categories?</b></i>	Very Good 1	Good 2	Fair 3	Poor 4	Very Poor 5	Number of Responses	Mean Score*
♦ Collections of books, tapes, etc.	19%	48%	26%	5%	2%	1144	2.23
♦ Assistance from library staff	27%	50%	20%	2%	1%	1102	2.00
♦ Programs and activities for children (up to 12 years old)	19%	54%	24%	2%	1%	520	2.12
♦ Programs and activities for youth (13 to 17 years old)	14%	49%	30%	6%	1%	426	2.30
♦ Programs and activities for adults (18 and over)	16%	45%	32%	6%	1%	602	2.31

\* Scores range from 1 = very good to 5 = very poor, so a lower mean score is favorable.

<i><b>In the past year, how often did you:</b></i>	At Least Once/Week	At Least Once/ Month	Several Times/Year	Once or Twice/Year	Never	Number of Responses
♦ Visit the City's main library?	4%	13%	23%	22%	38%	1515
♦ Visit a branch library?	9%	17%	20%	18%	36%	1473

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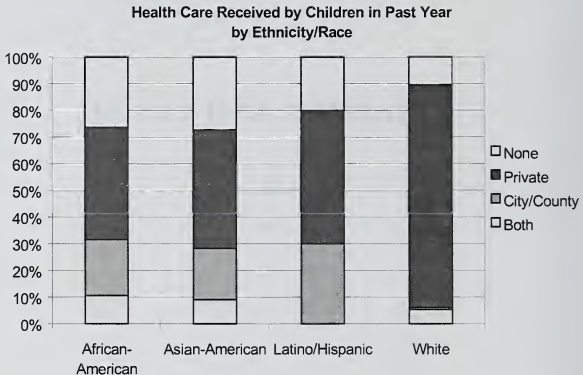


## **CHILDREN AND YOUTH**

## ***MOST CHILDREN USE PRIVATE HEALTH SERVICES, ATTEND PUBLIC SCHOOLS***

Nearly a third of survey respondents (32%) live with children **under age 18**. Of those with children in their homes, 64% report that their children received health care services from a **private provider** in the past year, compared to 22% who had visited a **City/County** facility. A fifth of respondents (20%) indicate that their children did not receive any health care services in the past year.<sup>1</sup>

Most respondents with children send them to **public schools** in San Francisco (63%), while 9% have children attending **public schools outside of San Francisco**. Thirty-four percent have children who attend **private schools**, and 5% indicate one or more children in “other” situations.<sup>2</sup>



## ***MOST RESPONDENTS THINK CHILDREN RECEIVE GOOD HEALTH CARE***

Two-thirds of San Franciscans surveyed (66%) say they **somewhat agree** or **strongly agree** with the statement that children and youth receive **good health care**. Respondents whose children have received **health care services** in the past year, from a public or private provider, are more likely than respondents whose children had not used health care services to think that children in San Francisco receive **good health care**.

<sup>1</sup> Figures total more than 100% because some children visited both City/County and private health care providers.

<sup>2</sup> Figures total more than 100% because some households have children in different types of schools.

Respondents with **children aged 0 to 5** are more likely to have used health care services (88%) than those with children in other age groups (75%). Households with children aged 0 to 5 were also more likely to agree that children in San Francisco receive **good health care**.

## ***FEWER THAN HALF THINK CHILDREN RECEIVE GOOD EDUCATION***

Fewer than half of respondents (46%) agree with the statement that children in San Francisco are getting a **good education**; a quarter of respondents **strongly disagree** with the statement.

## ***MORE EDUCATED, WEALTHY LESS LIKELY TO THINK CHILDREN RECEIVE GOOD HEALTH CARE AND EDUCATION***

- Respondents with more **education** and higher household **incomes** are **less likely** than respondents with less education and income to think children receive good health care and good education in San Francisco. Their children are also more likely to have received health care in the past year and are less likely to be enrolled in public schools.
- **Asian-American** respondents are more likely than other ethnic/racial groups to think that children and youth in San Francisco receive good health care (76%) and are getting a good education (60%). Only 37% of White respondents feel that San Francisco children are getting a good education.
- Residents of the **western** part of San Francisco are much less likely to use City/County health care providers (7%) than residents of other areas of the City. They are also most likely to agree that children in San Francisco receive good health care.

## ***LARGE DIFFERENCES IN USE OF SERVICES BY RACE***

- **White** respondents are much less likely to send their children to San Francisco public schools, and much more likely to send them to private schools, than African-Americans, Latino/Hispanic respondents, and Asian-Americans, as shown in the table below. The San Francisco Unified School District reports that 11% of its students were white in the 2000-2001 school year.<sup>3</sup>

Percentage of respondents with children who have one or more children in:	African-American	Asian-American	Latino/Hispanic	White
• Public School in SF	89%	72%	79%	36%
• Private School in SF	15%	17%	12%	52%

- Only 6% of White respondents report that their children used **City/County** health services in the previous 12 months, compared with approximately 30% in other ethnic/racial groups. Children of African-American and Asian-American respondents were less likely to have received any health care service in the previous year than White respondents.

<sup>3</sup> SFUSD web site, <http://orb.sfusd.k12.ca.us/schdata/schdata.htm>.

## CHILDREN AND YOUTH

### SURVEY RESPONSES

<i>Please indicate your agreement with the following statements.</i>	Strongly Agree 1	Somewhat Agree 2	Somewhat Disagree 3	Strongly Disagree 4	Number of Responses	Mean Score*
♦ The children and youth I know in San Francisco receive good health care.	17%	49%	22%	12%	860	2.30
♦ The children and youth I know in San Francisco are getting a good education.	11%	35%	29%	25%	1014	2.67

\* Scores range from 1 = strongly agree to 4 = strongly disagree, so a lower mean score is more favorable.

<i>In the past 12 months, have your children received health care from a City/County or private health care provider?</i>	City/ County	Private	Both	None	Number of Responses
	16%	58%	6%	20%	393

<i>Please enter the number of your children who currently attend public or private schools.</i>	SF Public	Public (Not in SF)	SF Private	Private (Not in SF)	Other	Number of Responses
Percentage of households with children who have at least one child in given type of school	63%	9%	28%	6%	5%	351

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## **PUBLIC SAFETY AND CRIME**

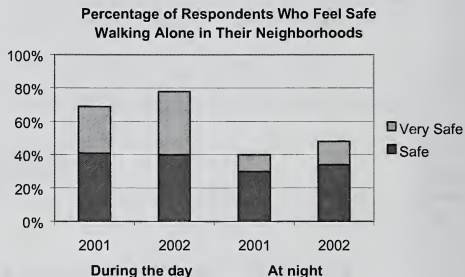
**RESIDENTS FEEL SAFER WALKING ALONE THIS YEAR**

In 2002, San Franciscans report feeling safer **walking alone** in their neighborhoods and downtown than in previous years. Both daytime and nighttime safety ratings have improved since 1997, but residents continue to feel much safer walking alone **during the day** than at night. In the daytime, over three-quarters of respondents (78%) feel **safe or very safe** walking in their **neighborhoods**; 63% feel safe or very safe walking **downtown**.

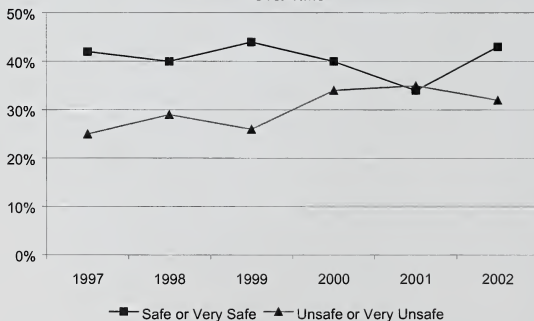
**At night**, 48% of San Franciscans feel safe walking alone in their neighborhood. Even fewer (23%) feel safe walking alone downtown. The

California Criminal Justice Profile indicates that crimes per 100,000 people decreased 34% from 1995 to 2000 in San Francisco.

San Franciscans also report feeling safer **crossing the street** this year. In 2001, about equal numbers of people felt safe or very safe as felt unsafe or very unsafe. In 2002, positive safety



**Feelings of Safety Crossing the Street Over Time**



ratings are up to 42%, although almost one-third still feel unsafe or very unsafe. According to the Police Department, there were about 4,000 traffic accidents that resulted in injury last fiscal year (2000-2001).

This year's survey asked for the first time about the safety of neighborhoods for **children and youth**. Over half of respondents (52%) say their neighborhoods are safe or very safe for children and youth, while 22% consider them unsafe or very unsafe.

### **EDUCATION, INCOME, RACE, GENDER RELATED TO FEELINGS OF SAFETY**

A number of factors are tied to San Franciscans' varying feelings of safety, including age, income, education and race:

- Respondents **over age 60** and respondents who have lived in the City for **longer than 10 years** feel less safe walking alone in the City than the rest of the population.
- People with **higher incomes** and those who have completed **four or more years of college** are more likely to feel safe in their neighborhoods than people with lower incomes or less education. With the exception of District 3, the districts with the lowest average incomes (Districts 6, 9, 10 and 11) correspond with those that have the most incidents of reported violent crime.
- **White** residents feel safer, on average, in their neighborhoods than other ethnic/racial groups. Whites are also less likely to have been victims of **violent crime**. Four percent of White respondents were victims of violent crime in the year preceding the survey, compared to 7% of **Asian-Americans**, 8% of **African-Americans**, and 9% of **Latino/Hispanic** residents.
- In every category except walking alone in their neighborhoods during the day, **men** report feeling safer than women.



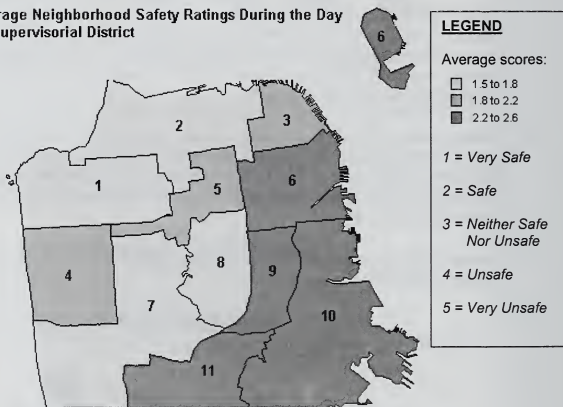
### LITTLE CHANGE IN CRIME RATES

Similar to previous years, 6% of survey respondents were victims of a **violent crime** and 21% experienced a **nonviolent crime** over the previous 12 months. As in other years, about half of victims reported nonviolent crimes to police. A greater percentage, 62 out of 87 victims (72%), **notified the police** of violent crimes. This represents a statistically significant increase over last year, but is hard to interpret, given past fluctuations and the absence of a substantial increase in crimes recorded by the police. Data from the San Francisco Police Department indicate that the number of crimes (both violent and property) reported in San Francisco rose slightly (2%-3%) from 2000 to 2001.<sup>1</sup>

## SOUTHEAST FEELS THE LEAST SAFE, SUFFERS THE MOST CRIMES

Feelings of safety vary depending on where San Franciscans live. On average, residents of the **southeastern** part of the City feel the least safe, and residents of the **western** area feel the safest in all categories. Ten percent of respondents who live in the southeastern part of San Francisco were victims of a violent crime within the past year.

### Average Neighborhood Safety Ratings During the Day by Supervisorial District

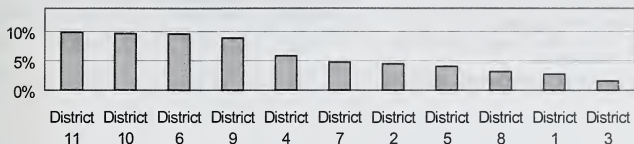


Victims of crimes feel significantly less safe than those who were not crime victims. Thirty-four percent of victims of violent crimes report feeling unsafe/very unsafe in their neighborhoods in the daytime, compared to 5% for people who were not victims of violent crime. The supervisory districts in which residents report feeling the least safe walking alone **during the day**—Districts 11, 10, 6 and 9—are also the districts with the highest number of violent crime victims.

<sup>1</sup> San Francisco Police Department web site, <http://ci.sf.ca.us/police/crimes/districts/mnusub33.htm>.

## PUBLIC SAFETY AND CRIME

**Percentage of Respondents in each Supervisorial District  
who were Victims of Violent Crime**



For children and youth, District 6 residents rate the safety of their neighborhoods less favorably than any other district. District 7 respondents give the most favorable ratings.

### ***SURVEY RESPONSES***

	Very Safe	Safe	Neither Safe Nor Unsafe	Unsafe	Very Unsafe	Number of Responses	Mean Score*
<b><i>How safe would you feel walking alone during the day:</i></b>	1	2	3	4	5		
♦ in your neighborhood?	38%	40%	15%	5%	2%	1551	1.93
♦ downtown?	20%	43%	24%	11%	2%	1474	2.32
<b><i>How safe would you feel walking alone at night:</i></b>							
♦ in your neighborhood?	14%	34%	25%	18%	9%	1530	2.72
♦ downtown?	4%	19%	30%	33%	14%	1493	3.34

\*Scores range from 1 = very safe to 5 = very unsafe, so a lower mean score is more favorable.

	Very Safe	Safe	Neither Safe Nor Unsafe	Unsafe	Very Unsafe	Number of Responses	Mean Score*
<b><i>How safe do you feel crossing the street?</i></b>	1	2	3	4	5		
	6%	36%	26%	25%	7%	1542	2.90

\*Scores range from 1 = very safe to 5 = very unsafe, so a lower mean score is more favorable.

	Very Safe	Safe	Neither Safe Nor Unsafe	Unsafe	Very Unsafe	Number of Responses	Mean Score*
<b><i>How safe do you feel your neighborhood is for children and youth?</i></b>	1	2	3	4	5		
	10%	42%	26%	16%	6%	1512	2.66

\*Scores range from 1 = very safe to 5 = very unsafe, so a lower mean score is more favorable

## PUBLIC SAFETY AND CRIME

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*Have you been a victim of a crime during the last twelve months, and if so, was it reported to the police? (If more than once, please answer for the last time.)*

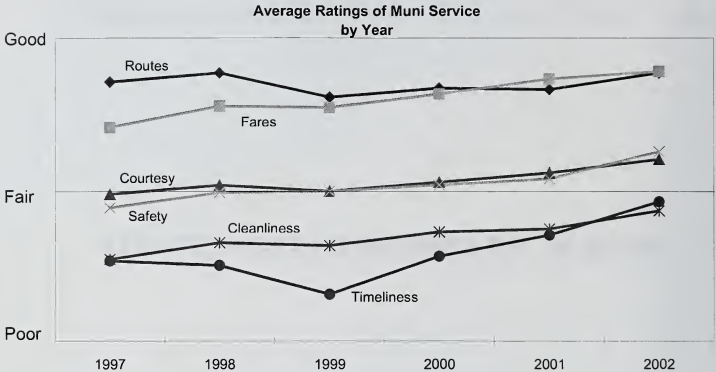
	Was a Victim/ Did Report Crime	Was a Victim/ Did Not Report Crime	Was Not a Victim of a Crime	Number of Responses
♦ Violent crime (mugging, rape, assault, battering, etc.)	4%	2%	94%	1486
♦ Nonviolent crime (burglary, car theft, etc.)	10%	11%	79%	1440

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## **PUBLIC TRANSPORTATION (MUNI)**

**MUNI QUALITY RATINGS IMPROVE IN ALL CATEGORIES**

As in past years, survey respondents were asked to rate the quality of the Muni transit system in different categories, including convenience of routes, timeliness/reliability, cleanliness, fares, safety, and courtesy of drivers. In every category, Muni's ratings **improved** from a year ago and were better than or equal to any year since 1997.

**MOST SAN FRANCISCANS ARE HAPPY WITH ROUTES, FARES**

As in other years, a higher proportion of this year's respondents give ratings of **good** or **very good** to Muni's **routes** (67%) and **fares** (60%) than any other category. Muni last raised fares in 1992. It has added or expanded some routes, such as the 9 and 38 express bus lines and the F streetcar line along the Embarcadero. Respondents **over 60** rate Muni fares significantly more favorably than those in younger age groups, probably due in part to the discounted fare those 65 and older receive (35¢, compared to \$1 for adults ages 18-64).

**CLEANLINESS, TIMELINESS RATE LOWEST, BUT IMPROVING**

Although Muni's **cleanliness** is the lowest-rated category in 2002, its scores have steadily improved over the past six years. The percentage of respondents rating Muni's cleanliness as **poor** or **very poor** has dropped considerably, from over half (51%) in 1997 to less than a third (32%) this year.

Muni's **timeliness/reliability** scores have also improved since 1997. In this year's survey, 30% of respondents rate Muni's timeliness/reliability as **poor** or **very poor**, down from 38% in 2001 and 47% in 1999. According to Muni, 55% of its vehicles ran on time in the last fiscal year (2000-2001), an improvement over the previous year. Muni projects this year's

on-time rate to be 70%. **On time** is defined as no more than four minutes late or one minute early, measured at terminals and established intermediate points.

On average, survey respondents rate the Muni transit system's **communication to passengers as fair**, with respondents **age 60 and over** holding more favorable opinions than those in younger age groups. This was the first year the survey included a question on communication to passengers.

### ***RIDERSHIP LITTLE CHANGED***

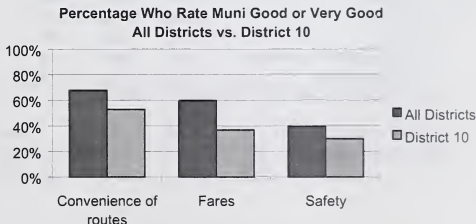
The percentage of San Franciscans who ride Muni **frequently**—daily or several times a week—has changed little since 1997, with between 46% and 49% of respondents riding Muni frequently. In 2002, 47% of respondents report riding Muni at least several times a week. As in the previous two years, only 12% of 2002 survey respondents reportedly **never** use Muni. According to its web site, Muni has approximately 750,000 boardings on an average weekday.

### ***YOUNG, LESS EDUCATED USE MUNI MORE FREQUENTLY***

- **Younger** respondents are more likely to use Muni **daily** than older respondents. However, in all categories, respondents **over age 74** rate Muni more favorably than other age groups.
- In only two categories do **frequent riders** rate Muni more favorably than infrequent users—**fares** and **convenience of routes**. Presumably, people are more likely to be frequent riders because they find the fares reasonable and the routes convenient. Also, frequent Muni riders may purchase monthly Fast Passes, thus lowering their average fare per ride relative to infrequent riders.
- **Newer residents** of San Francisco and respondents with less **education** and/or less **income** are more likely to use Muni frequently.
- Fifty-nine percent of **Latino/Hispanic** respondents are frequent Muni riders, higher than any other ethnic/racial group. Only 43% of **White** respondents use Muni frequently.

### ***DISTRICT 10 RATES ROUTES, FARES, SAFETY WORSE THAN REST OF CITY DOES***

Compared to other supervisorial districts, residents of **District 10**, located in the southeastern corner of the City, have significantly lower opinions of Muni's routes, fares and safety.

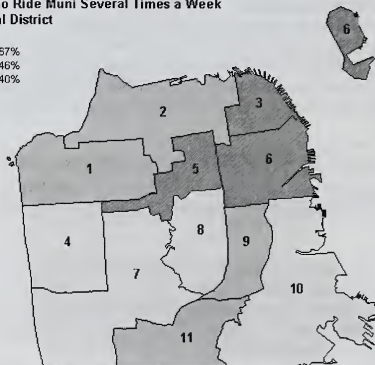


## PUBLIC TRANSPORTATION (MUNI)

### RIDERSHIP HIGHER IN NORTH, CENTRAL AREAS

Ridership is highest among residents of the northern and central parts of San Francisco, where Muni routes are the most concentrated. Fifty-four percent of respondents in the north and 55% in the central area say they ride Muni at least several times a week, compared to 41% each in the western and southeastern areas. Residents of District 7 are the least likely to use Muni at least several times a week, while District 6 residents are the most likely.

Percentage Who Ride Muni Several Times a Week  
by Supervisorial District



### SURVEY RESPONSES

*In general, how do you rate the  
quality of the Muni transit system  
in the following categories?*

	Very Good 1	Good 2	Fair 3	Poor 4	Very Poor 5	Number of Responses	Mean Score*
♦ Convenience of routes	20%	48%	24%	5%	3%	1413	2.23
♦ Timeliness/ reliability	4%	26%	40%	19%	11%	1402	3.06
♦ Cleanliness	3%	21%	44%	22%	10%	1410	3.13
♦ Fares	21%	39%	35%	3%	2%	1417	2.25
♦ Safety	7%	33%	42%	14%	4%	1414	2.76
♦ Communication to passengers	4%	26%	42%	20%	8%	1373	3.02
♦ Courtesy of drivers	7%	32%	41%	13%	7%	1407	2.80

\*Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.

*In a typical month, how  
often do you ride Muni?*

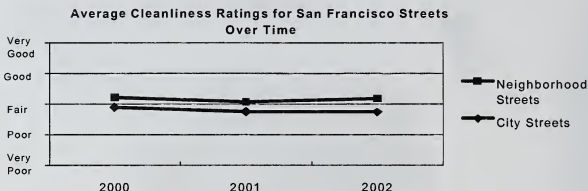
	At Least Once/Week	At Least Once/ Month	Several Times/Year	Once or Twice/Year	Never	Number of Responses
	30%	17%	11%	12%	18%	1525

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## **CITY STREETS**

### AVERAGE STREET CLEANLINESS RATINGS REMAIN FAIR

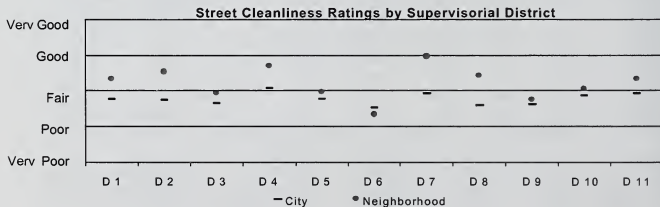
For the third year, survey recipients were asked to rate the cleanliness of streets in the City and in their neighborhoods. As in the other years, both categories averaged a rating of **fair** (a score of “3” on a 5-point scale), with **City streets** dropping slightly compared to the past two years and **neighborhood streets** improving slightly from 2001.



Mechanical street sweeping efforts by the City’s Department of Public Works have increased slightly during this period, from 115,000 curb miles in fiscal year 1999-2000 to about 118,000 this fiscal year.

### MOST SAN FRANCISCANS FIND THEIR NEIGHBORHOOD STREETS CLEANER THAN THE CITY AS A WHOLE

San Franciscans continue to rate the cleanliness of their own neighborhood streets more favorably than the City’s streets in general. In 2002, 45% of respondents consider the cleanliness of the streets **in their neighborhoods** to be **good** or **very good**, while only a quarter of respondents (25%) have similarly favorable opinions of **City streets**. However, relative opinions of neighborhood and citywide streets depend on the respondent’s neighborhood. In Districts 6, 9 and 10, which give unfavorable average ratings to streets, differences are small, with District 6 rating neighborhood streets **less** favorably than City streets in general.

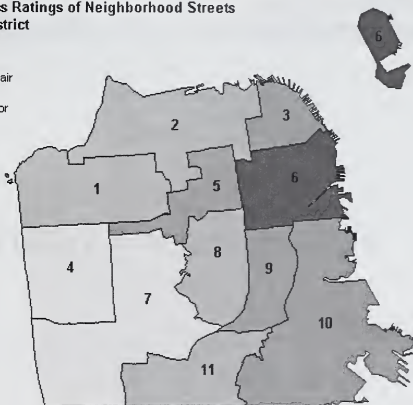


## CITY STREETS

### **WESTERN AREA MOST SATISFIED WITH NEIGHBORHOOD STREETS**

Residents of the western part of San Francisco rate the cleanliness of streets in their neighborhoods more favorably than residents elsewhere in the City. On average, District 7 respondents view the cleanliness of their neighborhood streets the most favorably. District 6 respondents rate their neighborhood streets least favorably of all districts, at 58% **poor** or **very poor**.

**Average Cleanliness Ratings of Neighborhood Streets  
by Supervisorial District**



### **WEALTHIER, MORE EDUCATED RATE NEIGHBORHOOD STREETS MORE FAVORABLY**

- Respondents with annual household incomes of **\$100,000 or more** rate the streets in their own neighborhoods better than respondents in lower income brackets. The same group rates City streets **less favorably** than any other income group. District 7, which rates neighborhood streets most favorably, is among the City districts with the highest incomes, while District 6, the least satisfied, has the lowest incomes.
- On average, the **less education** respondents have, the more favorably they rate the cleanliness of **City streets**. No such relationship exists between level of education and ratings of **neighborhood streets**.
- **African-American** residents rate the cleanliness of **neighborhood streets** less favorably than any other ethnic/racial group. **White** residents rate **City streets** worse than any other group.

## CITY STREETS

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### ***SURVEY RESPONSES***

	Very Good 1	Good 2	Fair 3	Poor 4	Very Poor 5	Number of Responses	Mean Score*
<i><b>How do you rate the cleanliness of the City's streets?</b></i>	3%	22%	37%	25%	13%	1544	3.23
<i><b>How do you rate the cleanliness of the streets in your neighborhood?</b></i>	12%	33%	29%	15%	11%	1548	2.79

\* Scores range from 1 = very good to 5 = very poor, so a lower mean score is favorable.

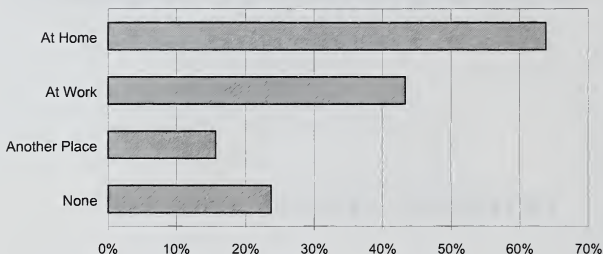
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## INTERNET ACCESS AND USE

## ***SOME INCREASE IN HOME INTERNET ACCESS***

Sixty-four percent of survey respondents say that they have access to the Internet **at home**, up from 56% from 1999. This year's survey asked if *the respondent* had Internet access at home, at work, another place, or no access. In 1999, survey recipients were asked if *anyone* in their *household* used a personal computer to reach the Internet from home.

**Percentage of Respondents With Internet Access**



## ***NEARLY A QUARTER OF RESPONDENTS HAVE NO INTERNET ACCESS***

Nearly a quarter of respondents (24%) say that they **do not have Internet access** at home, at work, or any other place. These respondents likely include those who do not care to use the Internet or do not know how to access it from a library or another place.

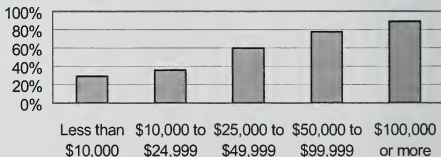
## ***MAJORITY OF RESPONDENTS MADE PURCHASES OVER INTERNET***

Fifty-eight percent of all respondents report that they used the Internet to make purchases in 2001.

## ***EDUCATION, INCOME, AGE, RACE TIED TO INTERNET USE***

- Respondents with more **education** and higher **household incomes** are more likely to have Internet access and to use it to make purchases. Fewer than 20% of respondents with a high school education or less have access to the Internet **at work**, compared to 60% of those with four or more years of college.

**Internet Access at Home by Household Income**



## INTERNET ACCESS AND USE

- Internet access is more common among younger people. Over 75% of respondents under age 45 have Internet access **at home**, compared to 64% of those age 45-59, and much smaller percentages of respondents age 60-74 (41%) and 75 and older (21%).
- **White** respondents are more likely than other ethnic/racial groups to have access to the Internet and use it to make purchases.
- Gay and lesbian respondents are much more likely to have access to the Internet (75%) than heterosexual respondents (59%). They were also more likely to use the Internet to make purchases in 2001.
- Men were more likely to spend money on the Internet than women, with 28% of male respondents reporting that they spent \$500 or more on the Internet in 2001, compared to 18% of female respondents.
- Respondents in the western and central parts of San Francisco are more likely than those in the northern and southeastern areas to have access to the Internet (at home, work or elsewhere). Supervisorial District 3, in the northeast corner of the City, reports the lowest percentage of Internet access, at 62%.

### SURVEY RESPONSES

<i><b>Do you have access to the Internet?</b></i>					Number of Responses
	Yes, at home	Yes, at work	Yes, another place	No Access	
	65%	44%	16%	24%	1544

<i><b>How much money did you spend on purchases made over the Internet in 2001?</b></i>						Number of Responses
	None	\$1-\$99	\$100-\$499	\$500-\$2,499	\$2,500 or more	
	42%	11%	24%	18%	5%	1389

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## **LOCAL GOVERNMENT PERFORMANCE**

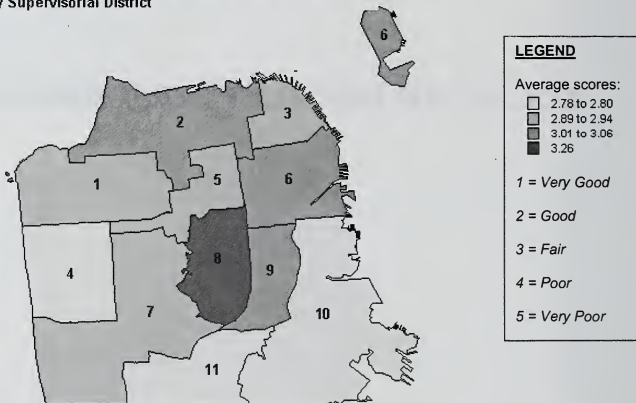
## NO CHANGE IN OPINIONS OF LOCAL GOVERNMENT

San Franciscans' opinions of local government have not changed since last year. About half of survey respondents in 2002 choose **fair** in their assessments of how good a job local government is doing at providing services. This year's mean score—2.83 on a scale of 1=Very Good to 5=Very Poor—is unchanged from 2001, but worse than in 1997.

## LESS FAVORABLE RATINGS FOR CHILDREN, YOUTH SERVICES

Respondents rate local government's services for children and youth **less favorably** than general services, with only 28% of respondents choosing **good** or **very good**, compared to 34% for general services. This year was the first year in which survey recipients were asked to rate how well the local government provides services specifically for **children and youth**.

**Average Ratings of City Services for Children and Youth  
by Supervisorial District**



## CENTRAL AREA VIEWS SERVICES LEAST FAVORABLY

Respondents in the central area rate both City services and children and youth services **less favorably** than those in other parts of the City. **Supervisorial District 6**—covering South of Market, the Tenderloin, Civic Center, Treasure Island, and parts of the Mission—rates general government performance less favorably than any other district, with a mean score of 3.05.

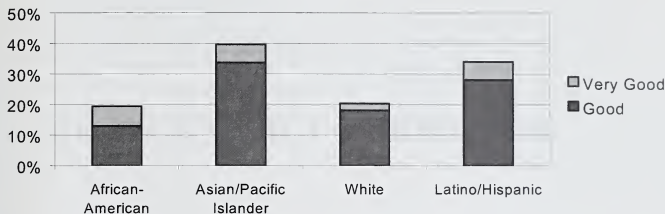
**District 8** residents have the lowest opinions of government services for **children and youth**. District 8 includes much of the Upper Market, Mission, Castro, Noe Valley and Twin Peaks neighborhoods.

## LOCAL GOVERNMENT PERFORMANCE

### ASIANS VIEW CITY SERVICES MOST FAVORABLY

- **Asian-American** respondents rate City services and services for children and youth **most favorably**, significantly better than African-American and White respondents.

Percentage Favorable Ratings for Children and Youth Services  
by Ethnicity/Race



- On average, the longer one has lived in San Francisco, the less favorably one rates both City services and children and youth services.
- Respondents **age 30 to 59** rate City services and children and youth services significantly less favorably than those in younger and older age groups.
- Respondents with **more education** and **higher household incomes** rate City services and services for children and youth **less favorably** than those with less education and household income.

### SURVEY RESPONSES

Overall, how good a job do you think local government is doing:	Very Good	Good	Fair	Poor	Very Poor	Number of Responses	Mean Score*
	1	2	3	4	5		
♦ at providing services?	4%	30%	49%	13%	4%	1523	2.83
♦ at providing services for <b>children and youth?</b>	4%	24%	51%	17%	4%	1251	2.93

\* Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.

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## DEMOGRAPHIC INFORMATION

## DEMOGRAPHIC INFORMATION

### ***SURVEY RESPONDENTS AND THE SAN FRANCISCO POPULATION***

The following tables show the demographic characteristics of survey respondents. Where available, information on the San Francisco population is included, to give us an idea of how well the survey sample represents the population. Unless otherwise indicated, comparison data refer to adult San Franciscans.

### ***INDIVIDUAL CHARACTERISTICS***

The survey sample includes fewer people in the under-30 age group, and fewer Asian-American/Pacific Islanders, than the San Francisco population. African-American and Latino residents appear to be slightly underrepresented, while Whites are overrepresented.

<b><i>What is your age?</i></b>	Under 20	20-29	30-44	45-59	60-74	Over 74	Number of Responses
2002 Citizen Survey	1%	14%	34%	28%	14%	9%	1,528
2000 Census	2%	22%	34%	21%	13%	8%	663,931

<b><i>What is your sex?</i></b>	Female	Male	Number of Responses
2002 Citizen Survey	51%	49%	1,538
2000 Census	49%	51%	663,931

<b><i>Which of these comes closest to describing your ethnic background?</i></b>	African American/ Black	Asian or Pacific Islander	Latino/ Hispanic	Native American/ Indian	White/ Caucasian	Mixed or Other	Number of Responses
2002 Citizen Survey	5%	23%	11%	<1%	57%	4%	1,486
2000 Census	7%	30%	12%	<1%	47%	3%	663,931

<b><i>Which of these comes closest to describing your sexual orientation?</i></b>	Bisexual	Gay/ Lesbian	Heterosexual/ Straight	Number of Responses
2002 Citizen Survey	3%	10%	87%	1,383

### ***EMPLOYMENT, INCOME AND EDUCATION***

As in previous years, survey respondents report weekly hours of employment in similar proportions to the general population of San Francisco. Income distribution is similar to the 2000 Census estimate, with a slightly lower proportion of households with \$100,000 or more in annual income. Citizen survey respondents are on average more educated than the general population, which is not uncommon in surveys.

## DEMOGRAPHIC INFORMATION

<b>How many hours a week do you work in paid employment?</b>	None	1 to 14	15 to 34	35 or more	Number of Responses
2002 Citizen Survey	28%	4%	12%	56%	1,502
1999 American Community Survey	30%	3%	13%	54%	n/a

<b>What was your household's total income before taxes in 2001?</b>	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Number of Responses
2002 Citizen Survey	8%	14%	24%	32%	22%	1,263
2000 Census	9%	14%	22%	30%	25%	n/a

<b>What is the highest level of education you have completed?</b>	Less than High School	High School	Less than 4 years College	4 or more years College or Post Graduate	Number of Responses
2002 Citizen Survey	6%	14%	23%	57%	1,528
2000 Census Supplementary Survey (people age 25 and older)	16%	15%	22%	47%	536,015

### HOUSEHOLD AND FAMILY STATUS

The census shows that 19% of San Francisco householders live alone, while 24% of survey respondents live alone. Twenty-eight percent of survey respondents indicate that they have one or more children in their household, in the age categories shown below.

<b>How many people live in your household?</b>	1	2	3	4	5	6 or more	Number of Responses
2002 Citizen Survey	24%	35%	17%	12%	7%	5%	1,510
2000 Census							
Adults in households	19%	(Data not available on the 81% in households >1)					663,931
People in households	17%	27%	17%	15%	9%	15%	756,976
Households	39%	31%	13%	9%	4%	4%	329,700

<b>How many children live in your household?</b>	0	1	2	3 or more	Number of Responses
2002 Citizen Survey					
Age 5 or younger	88%	8%	3%	1%	1,384
Age 6 to 12	87%	9%	3%	1%	1,375
Age 13 to 17	89%	8%	2%	1%	1,368

## DEMOGRAPHIC INFORMATION

<b><i>Are you a parent or guardian of a child under age 18 not living in your household?</i></b>	<b>Yes</b>	<b>No</b>	<b>Number of Responses</b>
2002 Citizen Survey	7%	93%	1,506

### ***RESIDENCE IN SAN FRANCISCO***

As in previous years, the survey underrepresents recently arrived residents because their address information is less stable. Because of demographic shifts since 1990, the percentage of residents who have lived in the city for five years or less may be higher than it was in the 1990 Census (27%). The 2000 Census Supplementary Survey estimates that 7% of San Franciscans have lived in the City for one year or less.

<b><i>How long have you lived in San Francisco?</i></b>	<b>Less than 1 Year</b>	<b>1-4 Years</b>	<b>5-9 Years</b>	<b>10-19 Years</b>	<b>Over 19 Years</b>	<b>Number of Responses</b>
2002 Citizen Survey	2%	14%	16%	22%	46%	1,548
<b>Combined:</b>	<b>16% less than 5 years</b>		<b>84% in SF for 5 or more years</b>			
1990 Census	27%		73%			n/a

<i>Do you own or rent your home?</i>	Own	Rent	Number of Responses
2002 Citizen Survey			
Adults	44%	56%	1,522
2000 Census			
Households	35%	65%	329,700
People (adults and children) in households	42%	58%	756,976

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## **SURVEY PROCESS AND METHODOLOGY**

### ***A. PURPOSE OF THE SURVEY***

The 2002 Citizen Survey is part of an ongoing effort to measure and improve the performance of City government in San Francisco. Increasingly, government auditor-controller's are reporting on "service efforts and accomplishments" as well as financial performance. Everyone needs information on the extent to which services are having their desired results; that is, the outcomes of the City's efforts. One of the most direct ways to measure outcomes is to ask the users of City services.

This is San Francisco's seventh annual Citizen Survey. This year we asked some new questions about children and youth in San Francisco. For the most part, however, we ask the same questions each year, in order to measure changes over time in people's experience and perceptions of City government services. With several years of data for comparison, we can better evaluate the success of policy and budget initiatives.

### ***B. HOW THE SURVEY QUESTIONS ARE DEVELOPED***

The 2002 survey covers parks, recreation programs, libraries, services for children and youth, public safety, public transportation (Muni), streets, the performance of City government in general, and use of the Internet. Survey questions have been developed to meet the following criteria:

- (1) the services or issues in question are of concern to a large number of San Franciscans;
- (2) services are visible to or used by enough people that a large number of survey respondents can rate them;
- (3) survey questions provide information that is not more easily obtained from another source; and
- (4) all questions fit on a one-piece mailer and do not take so long to complete as to discourage responses.

The omission of a service area does not necessarily reflect a lack of importance to the City, but may result from a lack of space, or an assessment that a citywide survey is not the best way to measure performance in that area. For example, we removed questions about the fire department from the survey after learning in 1996 that only a small proportion of our sample had sufficient experience to give an opinion of these services. In interpreting the results of the survey, it is worth noting that many factors influence the ratings of a particular service, including different expectations for different types of services. Similar surveys in other areas have found that certain services are consistently rated more highly than others. For example, libraries get higher ratings than transit in other cities, as well as in San Francisco.

### ***C. SURVEY METHODS AND RESPONSE RATES***

We surveyed a total of 1,565 San Franciscans, using two methods – a mailed questionnaire and telephone interviews. Of the total sample, 74% were surveyed by mail and 26% by telephone. Cooperation rates for both the mail and telephone surveys were lower this year than in the past, resulting in fewer completed mail surveys and fewer total responses than in previous years.

#### ***1. Written Questionnaire***

In January 2002, the Controller's Office sent questionnaires to 5,500 randomly selected San Franciscans, with a letter explaining the purpose of the survey and how to complete it. Reminder postcards and a second copy of the survey followed after a few weeks. The pool of potential respondents was reduced to 4,730 by surveys that were undeliverable because of incorrect or out-of-date addresses. By early March (our cutoff point to start analyzing results), we had received 1,160 responses, for a **cooperation rate of 25%** (down from 35% in 2001). Before mailing the survey, we

sent out a postcard with telephone numbers to call for a survey in Chinese or Spanish. There were 14 requests for Chinese-language questionnaires and three requests for the Spanish-language version. We numbered each questionnaire in order to track responses, but asked respondents to remove the page with their name and address. Individual responses have been kept confidential. The numbering system enables us to send follow-up mailings only to those who have not responded. It also allows us to analyze responses by area of the City.

### **2. Telephone Interviews**

For the first year, we also surveyed San Franciscans by telephone. The 405 interviews included the same questions as the written questionnaire. The cooperation rate was 38%, out of 1,071 individuals who were contacted and asked to participate in a telephone interview. Last year's cooperation rate was 43%. Cooperation rates have been declining in the telephone survey industry for the past five years, largely due to excessive telemarketing activity.

The Public Research Institute at San Francisco State University conducted the telephone interviews. Respondents were screened for age (18 or older), San Francisco residency, and ability to understand English or another available language. Of the 405 telephone interviews, 25 were conducted in Spanish and 14 in Chinese.

### **D. SAMPLE SOURCES**

The mail survey respondents' names and addresses came from two sources: State Department of Motor Vehicles' records and County voter registrations. These files were merged, and duplicate records were eliminated where possible. We selected individuals randomly within each zip code. The number drawn in each zip code reflects that area's proportion of the adult population of the City, adjusted for low response rates in some zip codes in previous years.

Telephone numbers for interviews were generated randomly by Survey Sampling Inc., a professional sampling company. The numbers were drawn from a comprehensive cross-section of listed and unlisted residential telephone numbers. (Approximately 70% of all San Francisco residential numbers are unlisted.) Telephone numbers were selected in the same proportion that each zip code contributes to the San Francisco population. Telephone respondents were asked their zip code, but not names or street addresses.

### **E. HOW WELL DO THE SURVEY RESPONDENTS REPRESENT SAN FRANCISCANS?**

Respondents to the 2002 Citizen Survey differ in some respects from the San Francisco population. Where these differences may lead to biased estimates of the opinions of San Franciscans, we correct for the distortion by weighting the survey responses. In comparing demographic characteristics with data on San Franciscans as a whole, we find that survey respondents:

- are more educated;
- include fewer Asian-American, slightly fewer African-American and Latino/Hispanic, and more White residents;
- are less likely to be under 30 years old;
- have been in San Francisco longer; and
- are more likely to own their home

than the population as a whole. Some of the distortion in our sample is a result of the population we are able to reach – the composition of our mailing list and the distribution of telephone numbers. Another

## SURVEY PROCESS AND METHODOLOGY

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source is **non-response bias**, which occurs when those who choose to respond differ in demographic characteristics, and opinions, from those who do not respond.<sup>1</sup>

It is common for Whites and for people with more education to respond to surveys at a higher rate than other groups. In the case of **education** and **race/ethnicity**, the survey results reported here have been **weighted** in order to counteract this bias and to provide more accurate estimates of the views of the population of adult San Franciscans. The weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population. The adjusted results show:

- fewer visits to *City parks*, more favorable ratings of the *cleanliness and maintenance* of city parks and the quality of *recreational programs and activities for children and youth*, and less favorable ratings of the quality of *interactions* with Recreation and Parks staff;
- higher *Muni ridership*, more favorable ratings of *Muni's timeliness and reliability*, and less favorable ratings of *fares* and the *courtesy of Muni drivers*;
- more visits to the *main library*, more favorable ratings of *library collections and programs and activities for adults and youth*, and less favorable ratings of *assistance provided by library staff*;
- less favorable ratings of *safety walking alone*, and more favorable ratings of *safety while crossing the street*;
- less *access to the Internet* from home or from work and *less money spent on purchases* made over the Internet;
- more favorable ratings of the *cleanliness* and *condition* of City streets; and
- more favorable ratings of the job that local government is doing at providing service.

Other areas of the survey, such as the convenience of recreation programs and facilities, safety of one's neighborhood for children and youth, or the likelihood of being a victim of a crime, were not affected noticeably by weighting.

### F. INTERPRETING THE RESULTS

The survey data were analyzed using statistical methods to decide whether differences of opinion between groups observed in the sample represent real differences in the population of San Franciscans. Unless otherwise noted, differences between groups described in this report are "statistically significant"; that is, they indicate differences in the population. A statistically significant difference between groups is greater than its margin of error. It is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a difference in the population of San Franciscans.

With a total sample size of 1,565, the estimated sampling error for this survey is about  $\pm 2.3\%$  at the 95% confidence level. This means that we are 95% confident that all adult San Francisco residents would produce responses to each survey question within approximately two and a half percentage points of the results obtained from this sample. For example, 46% of survey respondents rated park grounds as "good." We are 95% sure that if we asked all San Francisco residents, we would get a response between about 43.5% and 48.5% for this question.

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<sup>1</sup> The differences in responses to the first and second mailings of the survey suggest that the more "reluctant" respondents include more traditionally underrepresented people, and that additional efforts to encourage more participation can result in a more representative group.

Sampling errors are larger than 2.3% for subgroups of the sample, such as the residents of a supervisorial district, and for questions that received fewer responses, such as the ratings of recreation programs and interactions with Recreation and Parks Department staff. This measurable error, which results from using a sample to represent a whole population, does not account for other sources of error, which are more difficult to measure, such as non-response bias.

### ***G. ANALYSIS BY NEIGHBORHOOD AND SUPERVISORIAL DISTRICT***

For the second year, we have included analyses by the eleven supervisorial districts. The relatively small number of survey respondents in each district (between 104 and 165) limits our ability to draw conclusions about how the districts differ from each other in opinions of City services. We did discover a few significant differences, however, which are included in this report.

We also include, as in previous years, analysis of the City by four larger regions based on zip codes.<sup>2</sup> The Appendix includes maps of these regions and the supervisorial districts, and shows the number of survey responses by zip code. We include the Presidio and Treasure Island for the first time in this year's survey results. The four areas are as follows:

**Central:** 94102, 94103, 94114, 94117, 94131 (Civic Center, South of Market, Haight, Buena Vista, Fillmore, Castro, Noe Valley, Diamond Heights, Glen Park, Twin Peaks, Glen Canyon Park).

**North:** 94104, 94105, 94108, 94109, 94111, 94115, 94123, 94129, 94130, 94133 (Financial District, Russian Hill, Nob Hill, North Beach, Chinatown, Telegraph Hill, Pacific Heights, Western Addition, Marina, Presidio, Treasure Island, Cow Hollow).

**Southeast:** 94107, 94110, 94112, 94124, 94134 (Mission, Potrero Hill, Bernal Heights, Bayview, Hunters Point, Excelsior, Ingleside, Visitacion Valley, Portola, Ocean View).

**West:** 94116, 94118, 94121, 94122, 94127, 94132 (Richmond, Seacliff, Presidio Heights, Laurel Heights, Sunset, West Portal, St. Francis Wood, Miraloma Park, Forest Hill, Parkside, Stonestown, Park Merced).

A small number of responses are excluded from the neighborhood analysis, from respondents who could not be associated with a zip code.

### ***H. CHANGES OVER TIME***

Throughout the report, our observations on trends in the responses to the Citizen Survey cover the years 1997 through 2002. Although we conducted a survey in 1996, we used a different sampling method, and consequently the people who responded to the survey differed from the respondents in subsequent years, in both opinions and demographic characteristics. The 1996 findings are not comparable to the later surveys for measuring trends.

Data presented herein for the years 1997 through 2002 have been weighted to adjust for disproportionate representation of some educational levels and ethnic/racial groups, using the most recently available demographic data. The results presented in this report supersede those of previous years.

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<sup>2</sup> Using large areas allowed for sample sizes large enough to detect differences among groups. Boundaries were chosen to provide demographic as well as geographic similarity. No grouping scheme is ideal for all questions; for example, the Mission zip code of 94110 is included in the southeastern group, but it is more like the central group for the purposes of Muni routes. Similarly, while the Haight area zip code 94117 is included in the central group, it is more like the western group in terms of visits to Golden Gate Park.

### *I. ACKNOWLEDGMENTS*

The Public Research Institute (PRI) at San Francisco State University conducted the telephone interviews and performed the statistical analyses for this report. Holley Shafer coordinated the project, with guidance from John Rogers, Associate Director of PRI. Pernille Hansen, Monique Nakagawa, and Renatta DeFever provided research assistance; Kevin Adcock managed the data collection. Telephone interviews were conducted by Rashawn Adkins, John Coetzee, Axel Herrera, Tarun Higorani, Guadalupe Islas, Vivek Jadhav, Ashley Koh, Owen Lixi, Paritosh Merchant, Alberto Pimentel, Tejal Sapre, Wayne Shih, Mecia Si Tou, Recardo Vigil, and Gordon Zhang.

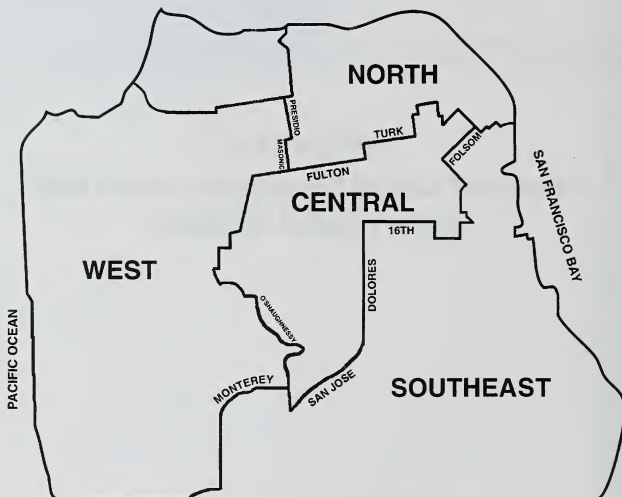
In the Controller's Office, Millicent Bogert, Kathy Buckley, Lorita Chung, Carrie Fassett, Debbie Gordon, Francisca Johnson, Levella Johnson, Sandra Lee, Mark Tipton and Winnie Woo provided valuable assistance with mailing, coding and translation.

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**APPENDIX:**  
**Maps and List of Geographic Areas and**  
**Supervisory Districts**

Map of Geographic Areas



## Map of Supervisorial Districts



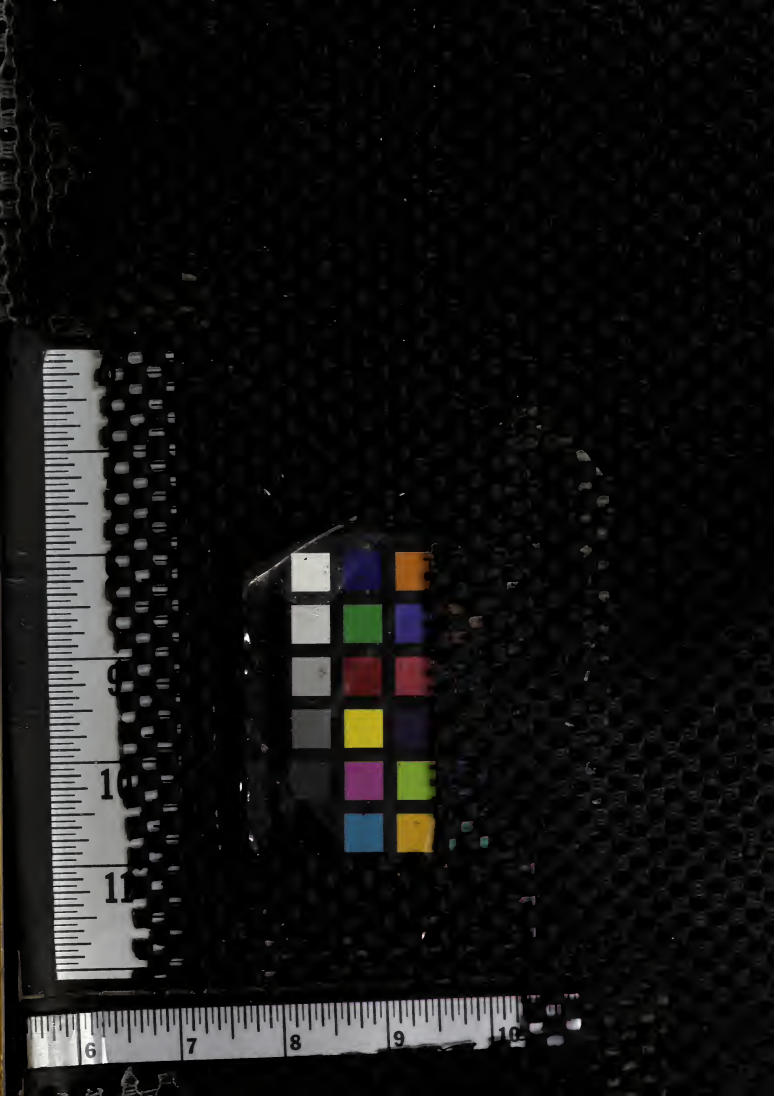
# APPENDIX

## Geographic Areas for Survey Analysis

Area		SF Adult Population		Survey Sample 2002			
Zip Code	Neighborhood	Census 2000		Mail	Phone	Total	
Central							
94102	Civic Center	25,901	3.9%	42	14	56	3.6%
94103	South of Market	20,405	3.1%	41	13	54	3.5%
94114	Castro, Noe Valley	28,384	4.3%	53	19	72	4.6%
94117	Haight-Ashbury, Buena Vista	35,960	5.4%	73	28	101	6.5%
94131	Diamond Hts, Glen Park, Twin Peaks	24,509	3.7%	47	16	63	4.0%
		135,159	20.4%	256	90	346	22.1%
North							
94104	Financial District	333	0.1%	-	-	-	0.0%
94105	Financial District South of Market	2,015	0.3%	1		1	0.1%
94108	Chinatown, Union Square	12,451	1.9%	26	1	27	1.7%
94109	Russian Hill, Nob Hill	52,458	7.9%	76	17	93	5.9%
94111	Embarcadero	3,191	0.5%	3	2	5	0.3%
94115	Pacific Heights, Western Addition	29,456	4.4%	50	9	59	3.8%
94123	Marina, Cow Hollow	21,369	3.2%	32	5	37	2.4%
94129	Presidio	1,873	0.3%	1	4	5	0.3%
94130	Treasure Island	1,314	0.2%	2	1	3	0.2%
94133	Telegraph Hill, North Beach	23,908	3.6%	35	6	41	2.6%
		148,368	22.4%	226	45	271	17.3%
Southeast							
94107	Potrero Hill, South of Market	15,464	2.3%	29	17	46	2.9%
94110	Mission, Bernal Heights	61,486	9.3%	128	55	183	11.7%
94112	Excelsior, Ingleside, Ocean View	57,863	8.7%	100	36	136	8.7%
94124	Bayview, Hunters Point	23,128	3.5%	27	15	42	2.7%
94134	Portola, Visitacion Valley	30,611	4.6%	45	19	64	4.1%
		188,552	28.4%	329	142	471	30.1%
West							
94116	Parkside, Forest Hill	35,462	5.3%	73	18	91	5.8%
94118	Laurel Heights, Richmond	33,583	5.1%	56	16	72	4.6%
94121	Richmond, Seacliff	36,217	5.5%	70	30	100	6.4%
94122	Sunset	47,432	7.1%	67	29	96	6.1%
94127	W. Portal, Miraloma Pk., St. Francis Wd	16,961	2.6%	30	8	38	2.4%
94132	Stonestown, Park Merced	22,197	3.3%	37	9	46	2.9%
		191,852	28.8%	333	110	443	28.3%
94100	Other/Unknown	-	0.0%	16	18	34	2.2%
Total City		663,931	100.0%	1,160	405	1,565	100.0%







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